



## Red Roof® Promotes Lisa Jordan to Vice President of Marketing

**COLUMBUS, Ohio, June 6, 2024** – Red Roof®, an award-winning leader in the lodging industry, has promoted Lisa Jordan to vice president of marketing. A veteran of nearly 20 years in the hospitality industry, Jordan joined Red Roof in 2021 to lead an integrated digital marketing team. Her leadership has spanned the company’s digital platforms from web to advertising to social media. She has played an integral role in the enhancement of redroof.com and collaborated with communication, sales, revenue management and operations to create an improved customer experience and drive revenue.

“I look forward to the opportunity my new role offers to continue delivering Red Roof’s value to our guests and owners,” said Jordan. “I have a strong team and a clear mission to meet the evolving expectations of travelers. This team has the creativity, smarts and resolve to meet today’s challenges and build new successes for our brand.”

“Lisa is a powerful asset on our leadership team and a secret weapon in our marketing mix,” said Marina MacDonald, Red Roof chief marketing officer. “Her promotion is right for the company and a reflection of the value she brings to this critical function, and I know that she will succeed in her new role.”

Jordan is responsible for developing and executing the company’s marketing and digital strategies to drive business growth and enhance the iconic brand. In February, the Hospitality Sales and Marketing Association International named Jordan a *Top 25 Extraordinary Mind* for her exemplary achievements and leadership in the industry.

### **About Red Roof**

Red Roof is an award-winning leader in the lodging industry, recognized for creating the innovative Upscale Economy® segment, serving millions of guests each year. Red Roof’s portfolio of brands includes Red Roof Inn® and Red Roof PLUS+®, HomeTowne Studios by Red Roof®, The Red Collection®, and Red Roof’s dual-branded properties. Red Roof has over 60,000 rooms in nearly 700 properties in the U.S. and internationally in Japan. For more information, visit [redroof.com](https://redroof.com) or download Red Roof's free app for iOS and Android devices. To learn about franchising opportunities, visit [redrooffranchising.com](https://redrooffranchising.com).

**Red Roof’s Vision:** To provide the best experience and value in the lodging industry for our guests, owners, team members, partners, and communities.

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